

Music of Christmas Time
9:00—Carols by voice and organ.
9:15—Brass Octet will play old carols.
9:30—Followed by chimes.
9:45—Grand Organ and vocal quartet.

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Fair

"CHRISTMAS WILL BE HERE BEFORE YOU KNOW IT." ARE YOU READY?

Nothing Is So Scarce as Time— Just Sixty Minutes an Hour Time—

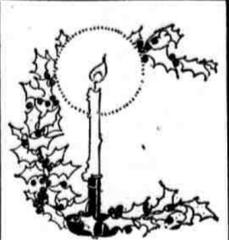
nor is anything so valuable as time. This is even more true as Christmas heaves up in the offing. As the people say every day in our hearing, "Christmas will be here before you know it." Lots of our soldier and sailor boys and their officers, from overseas and from home camps and cantonments, are coming home to spend Christmas. There are only a few days left to touch up the bedrooms and other parts of the house, and then a holiday which must be an

Over-the-Top Christmas

Neither in Philadelphia nor in New York can any one find elsewhere what we have gathered under this one roof to brighten the 1918 Christmas. Compare it, and see for yourself.

[Signed] *John Wanamaker*

Dec. 11, 1918.



Christmas Gossip

Venetian and other delicate colored glass; Fulper pottery and that delightful English porcelain patterned with tiny coquetous on a blue ground; are only a few of the possibilities for gifts in the China Store. (Fourth Floor, Chestnut)

Chinese tassels, beads and bag-rings for the making of necklaces, lamp-pulls and such decorative things are to be found in abundance in the Oriental Store. (Fourth Floor, Chestnut)

A Christmas table in this same Store holds baking bowls of Imariware, rose-jars, candy boxes and other suggestions for gifts. (Fourth Floor, Chestnut)

Charming French embroidered corset covers ready to be made up are \$2.25 to \$4.25; nightgown tops, \$3 to \$4. (First Floor, Chestnut)

The Little Gray Salon is full of all the sorts of nightgowns—and pajamas—that may be made from cotton or silk. Some are Philippine and there are all kinds of necks—\$2.50 to \$25. (Third Floor, Central)

Special stockings of Ingrain dyed silk are full fashioned with cotton tops and soles. They may be found in black, white and colors for \$1.35. (First Floor, Market)

For Her "Bonnie Brown Hair"— New Combs

And there are kinds that look just as well in any other color hair, too!

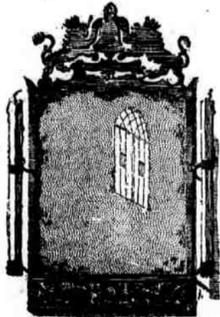
Rhinestone-mounted combs are \$3.50 to \$33; pins are \$3.50 to \$10 each and barrettes \$1.50 to \$7.50 each.

And many other combs of imitation shell at \$1 on up to the lovely Spanish combs of real shell at \$21. (Jewelry Store, Chestnut and 13th)

The Little House Has Received

some very distinguished pieces of hand-wrought iron—table lamps, floor lamps, book ends, a sconce, a pair of andirons—all as meritorious in design as in color. One table lamp of old Spanish design is delightful; another looks as if it had come from some old crypt; a third shows a leaf design worked out in antique gold, its curves as full of life as a piece of fine goldsmith's work. The floor lamps of iron are peculiarly good—some very simple and refined, with worn gold and old red, others with the severe elaboration of Spanish pierced work.

Silver-plated table and floor lamps too are here—one or two designed in the Adam style, one with the same type of ornament to be found in Sheffield silver; others of black iron and silver combined. One



lovely piece is of hammered silver with antique finish. One of these things would be a perfect gift for a person of fine taste. (Fifth Floor, Chestnut)

Silks and Silks and More Silks

Thoughtful people who know what appeals to 999 out of every thousand women are coming to the Silk Salon for gifts—and they are surely finding them. The fact is they are finding that silk answers the gift question in the most surprisingly satisfactory way. They are also finding out that our Silk Salon answers every silk need in an equally satisfactory way. We have the goods to do it. There is a regular inrush of new silks to meet the greatest December demand on record.

New tomorrow, Georgette crepes in evening and street shades, \$2.25 a yard; new black silks and satins, \$2 to \$7.50 a yard. New baronet satins, \$4.50 a yard. New tub silks, Japanese, \$1.50 a yard. New striped American crepes, \$1.75 a yard. New Japanese jacquard, \$2 a yard. New striped American broadcloths, \$2 and \$2.10 a yard.

It is a pleasure to have so many customers tell us that by actual comparison we have the largest variety and, grade for grade, the best silk values in the city. (First Floor, Chestnut)

Exquisite Gifts Are the Scarfs of Real Lace

Your gift is not apt to be duplicated if you send one of these lovely things.

Scarfs of black Chantilly lace, \$125 to \$225 each.

Beautiful scarfs of Spanish lace, \$150 each.

Brussels lace scarfs—and these are lovely—are \$60 to \$120. And if you like the Irish laces there are scarfs of Limerick and Carrickmacross at \$35 to \$85 each.

Incidentally we doubt if you will find any others like them elsewhere at these prices. (Main Floor, Central)

100 Women's Velvetten Dresses at Special Prices

Part of these are brand new from the manufacturers and part are incomplete sizes reduced from our own stocks. There are a dozen styles in all, in such colors as black, taupe, brown, wistaria and mahogany; and the prices are \$25 and \$35. They are all such dresses as women like particularly just now to wear with the fashionable little coats of fur. (First Floor, Central)

50 Top Coats for Young Women Are \$50 Each

They are unusually good coats in every way—from the excellent materials which make them to the good tailoring and soft rich linings which finish them. Of soft crystal cords, the coats are in new models, with pleats, gathers, belts and large collars. In heaver brown, oxford, taupe and wood brown, with linings to harmonize. 14 to 20 year sizes. (Second Floor, Chestnut)

Filmy Waists for Gifts

The first, in white and flesh, has soutache braid and is \$5.75. The second is white, flesh, bisque or suit shades; is also braided, but costs \$6. The third, in the same general style and colors, is \$8.50. (Third Floor, Central)

Fine Bolivia Coatings Arrive \$10 a Yard

This is one of the beautiful coat fabrics the scarcity of which has been so marked for some time past. The many who have been inquiring for it will be glad that we have ready a notable new shipment in four attractive shades—navy blue, twilight, blue, reindeer and dark tan, all 54 inches wide and moderately priced at \$10 a yard.

Of remarkably fine soft wool, beautifully finished, full of warmth, but not burdensome. (First Floor, Chestnut)

Save a Third or More on Panel Window Curtains

An importer's surplus that comprises curtains of Arabian and Marie Antoinette laces, hand made to our own patterns. In white or arabic colors, 36-inch sizes, \$3 to \$4. 45 and 54 inch sizes in proportion. (Fifth Floor, Market)

Children's Gloves

Tan capskin, with seamless-knit lining, \$2.25. Strap-wrist tan capskins, \$2.50 a pair. Gray mocha gloves, lined with silk, \$2.50 a pair. (Main Floor, Central)

The Great Hosiery and Underwear Store

credited with having the world's largest and best stocks of fine hosiery and underwear, undoubtedly and provably at lower prices than may be possibly found elsewhere, brings forward now these

Christmas Silk Hosiery Specials

**4704 Pair for Women
3204 Pair for Men**

Women's Stockings
\$1.25—plain silk, black, white and colors, "firsts" and "seconds."
\$1.50—Richelieu and Rembrandt ribbed, black, white and colors, "seconds." (West Aisle)

\$2.15—fine ribbed, boot effect, "seconds."
\$2.75—fine ribbed, all-over effect, "seconds."

Men's Half Hose
75c—black, white and colors, "firsts."
75c—fancy striped silk, "firsts."
All are full-fashioned style.

Practically Pre-War Prices Prevail in This Great Sale of Shoes

When we reduced these 12,000 pair of men's and women's shoes and women's evening slippers and afternoon pumps we made a good job of it. These reductions were so radical that

You Save No Less Than \$2.10 and From There Up to \$6.10 a Pair

There are all kinds of men's shoes in the sale—dress shoes, business shoes and sturdy shoes for men who work outdoors. Smart shoes and conservative shoes, all well made and of dependable service. Prices are \$4.40 and \$9 a pair. (Main Floor, Market)

Women can find good selection in the fancy top shoes that cannot be reordered or they can find plain black shoes in conservative styles. Prices are \$3.90, \$4.90 and \$5.90.

Excellent choosing also in evening slippers of various sorts and in patent leather pumps. Price \$3.90. (First Floor, Market)

The Christmas Sale of Chinese and Persian Rugs A Great Gift Occasion

All of us have friends or kinsfolk to whom we should like to give magnificent gifts. Those who are able to gratify that wish frequently find it hard to decide just what is a magnificent gift. It would be hard to imagine a better answer than one of these great Eastern carpets now being offered at reduced prices in a special Christmas sale, which embraces a rich and fascinating choice of pieces, all at reductions from prices originally low. Especially remarkable is the variety of Chinese carpets, all of them high-grade pieces in characteristic shades of blue and ecru.

Chinese Carpets

13.7x9 ft., \$385.
11x9 ft., \$395.
14.1x10 ft., \$495.
12.2x9.3 ft., \$397.
13.6x10.1 ft., \$389.
11.6x8.10 ft., \$297.
11.1x9.1 ft., \$335.
11.7x9.2 ft., \$325.
11.10x9.1 ft., \$377.
11.11x9.1 ft., \$296.
11.5x8.11 ft., \$287.
12x9 ft., \$275.
11.10x10 ft., \$350.
10x8.3 ft., \$297.

Persian Mahal Rugs

12.4x8.3 ft., \$197.
12.6x8.9 ft., \$195.
17.1x10.2 ft., \$287.

Persian Kermanshah Carpets

12.7x8.10 ft., \$289.
11.7x9 ft., \$197.
12.3x8.5 ft., \$185.
11.8x9.10 ft., \$198.
12.11x8.10 ft., \$390.
12.2x8.8 ft., \$235.
11.7x8.8 ft., \$190.
17.1x10.3 ft., \$495.

All at extraordinary reductions.
12.2x10.4 ft., \$795.
16.3x10.1 ft., \$978.
13.9x9.1 ft., \$685.
11.7x8.10 ft., \$685.
13x9 ft., \$595.
18x9.4 ft., \$697.



A Fine, Fresh Shipment of Envelope Handbags

No matter how many other handbags a woman has, she will always welcome a new envelope book.

Pin seal, dull morocco and shiny auto leather are used in these books, which are in various shapes and have top or back handles. Mostly black. Prices \$3.50 to \$10. (Main Floor, Chestnut)

Christmas Specials

90 Pair of Blankets \$6 and \$10 a Pair

30 pair of plaid blankets, 70x80 inches, pink-and-white, blue-and-white, gray-and-white, brown-and-white, mixed-wool filling, \$10 a pair, saving of \$3.50 a pair.

30 pair of gray blankets, 70x82 inches, pink-and-blue borders, mixed-wool filling, \$10 a pair, saving of \$5 a pair.

30 pair of baby blankets, fine for baby gifts, plaid designs, something very unusual in crib size, 36x54 inches, pink-and-white and blue-and-white, mixed-wool filling, \$6 a pair, saving of \$1.50 a pair. (Sixth Floor, Central)

300 Silk Umbrellas for Women \$4 Each

Ordinarily you'd pay \$1 to \$2 more for such good silk umbrellas, for these are of firm good silks in green, purple or black, have Paragon frames and are well made. They have fashionable length handles of plain and carved woods, some have colored tops, and all have wrist cords. (West Aisle)

Women's New Winter Coats All Specially Priced—

At \$27.50 is a frieze coat, half lined, cut roomy and full, with a stitched belt and a collar that buttons high at the throat.

At \$25 is another frieze coat, lined throughout, with a belt, big pockets and buttons for trimming.

At \$30 another frieze coat, with a shawl collar of cone fur.

All these coats are in dark rich winter colorings.

At \$39.50 a coat of brown velour, lined throughout with peau de cygne and finished with a collar of nearsawl.

At \$57.50 a sturdy tweed coat in brown, green or gray mixtures, with big pockets, strapped sleeves and collar that will button high to keep out the wind and cold. (First Floor, Central)

Special Christmas Sale of Dolls

By great good fortune we procured 2500 dolls from three of the best makers in America that we can sell for much less than regular prices.

This is because these dolls were made for the western trade but were finished too late to be shipped as early as the Pacific coast stores required.

There are straight-limbed and character dressed, in great variety. The prices are 65c to \$4.85.



Save a third to a half on these soft, cuddly, comical pups that the children like so well. (Seventh Floor)

Special Christmas Sale of Fine Domestic Rugs

These prices are the lowest at which rugs of such qualities have sold for some time. Many of them are lower than we ourselves could buy such rugs for at the mills today.

Wilton Rugs
9x12 ft., \$58, \$72.50 and \$82.50.
8.3x10.6 ft., \$55, \$69.50 and \$75.
6x9 ft., \$39.50.

Axminster Rugs
9x12 ft., \$32.50
8.3x10.6 ft., \$28.50.
6x9 ft., \$18.50.

Wool Fiber Rugs
8.3x10.6 ft., \$8.75.
6x9 ft., \$6.25. (Seventh Floor, Chestnut)

If He Runs His Own Car— Automobile Gloves

Here are new, warm ones—Strap wrist capskins, tan, with separate wool lining, \$5 a pair, and better quality ones of black or tan at \$6 a pair. Capskin gauntlets, black, lined with lamb's wool, \$7.50. (Main Floor, Central and Market)

Three War Books of Importance

"Mrs. Private Peat" is the first of them, being the interesting account of Private Peat's wife and dealing with some of the most interesting of the war questions, especially those pertaining to women. Price \$1.50.

"The Essentials of an Enduring Victory," by Andre Cheradame. This is a sharp warning at the moment when it is most needed. The object of the book is to show in the strongest light the great dangers of the armistice period preceding peace. \$1.50.

"Impressions of the Kaiser," by David Jayne Hill, who knows the Kaiser as few Americans have ever known him. Price \$2. (Main Floor, Thirteenth)

Toilet Articles to the Masculine Liking

are those of rosewood or natural ebony, with silver discs on which the name or initial may be engraved. They are very practical, very masculine looking and not expensive.

Hair brushes, \$2.75 to \$7.
Mirrors, \$4.50 and \$5.50.
Combs, \$1.50 and \$2.
Cloth brushes, \$3.50 and \$4.25.
Nail polishers, \$2.75. (Main Floor, Chestnut)

Shoe horns, \$3.25.
Button hooks, \$2.
Nail files, \$2.
Whisk brooms, \$3.75.

Christmas Suggestions From the Oriental Shop

Chinese-covered jars, filled with nuts and sweets and attractively tied, make unusual Christmas gifts. They may be filled with rose leaves, too, for a Christmas gift.

Crackle ware jars, with typical Chinese decorations of birds and flowers, are \$3.50 for 6-inch jars, up to \$25 for 18-inch vases. These larger sizes may be converted into attractive lamps.

Chinese jardiniere of a lovely powder blue and decorated with rose-colored flowers, 7x8 inches, are \$5. A complete assortment up to a great fine color jardiniere, 18x20 inches, at \$125. (Fourth Floor, Chestnut)

Christmas Specials In Bedroom Furniture

For anybody wanting to give a gift of lasting service and practical worth these pieces at specially reduced prices provide the opportunity.

\$12 for a golden oak dressing table with oval mirror.

\$15 for a golden oak dressing table with square mirror.

\$17 for a silver gray oak dressing table.

\$17.50 for a mahogany dressing table with triplecate mirror.

\$19.50 for a walnut dressing table, French legs.

\$28 for a gray enamel and decorated dressing table.

\$35 for a mahogany dressing table with triplecate mirror, Queen Anne style.

\$36 for an ivory enamel and decorated dressing table.

\$55 for a mahogany dressing table, with triplecate mirror, Adam style.

\$41 for an American walnut dressing table, Adam style.

\$42 for a mahogany dressing table, Empire Colonial style.

\$43 for a mahogany dressing table, Chinese Chippendale style.

\$43 for a mahogany dressing table, Queen Anne style.

\$45 for a mahogany dressing table, Chinese Chippendale style.

\$47 for a mahogany dressing table with triplecate mirror, Adam style.

\$49 for a mahogany dressing table, Louis XVI design.

\$48 for a mahogany dressing table with triplecate mirror, Chippendale style.

\$55 for an American walnut dressing table, with triplecate mirror, Adam style.

\$56 for an American walnut dressing table, William and Mary style.

\$75 for an ivory enamel and decorated dressing table with glass top.

\$80 for a gray enamel and decorated dressing table with triplecate mirror.

\$102 for a black enamel and decorated dressing table with side drawers, a five-foot center mirror and double cane deck rail.

\$115 for an ivory enamel dressing table with latticed deck-rail, curved shelf and foot rest.

\$150 for a stippled enamel and decorated dressing table with latticed deck rail and five-foot center mirror, Louis XVI style. (Sixth Floor)